

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method in a data processing system of creating a personalized content delivery business application for personalizing content delivery to a requesting user, comprising:

defining one or more classifier objects, the classifier objects containing one or more classifications;

defining one or more action objects, the one or more action objects being associated with the one or more classifications and identifying functions that are to be performed in order to generate personalized content for said user;

defining at least one selector for invoking the one or more classifier objects and for invoking the one or more action objects based on the one or more classifications being applicable to current data processing system settings;

receiving, within said data processing system, a request from said user, said user being registered with said application, user description data being stored in said system when said user registered with said application;

invoking, within said data processing system, said at least one selector;

invoking, within said data processing system, one of said classifying objects by said at least one selector to determine a current classification;

determining, by said data processing system, said current classification using said user description data, said current data processing system settings, and said request;

selecting, by said data processing system, one of said action objects based on said current classification determined by said one of said classifying objects; and

invoking, within said data processing system, said selected action object by said selector to generate personalized content for said user.

2. (Original) The method of claim 1, wherein the one or more classifier objects are reusable with a plurality of different selectors.

3. (Original) The method of claim 1, wherein the one or more action objects are reusable with a plurality of different selectors.

4. (Original) The method of claim 1, wherein the steps of defining are performed using a personalization tool.
5. (Original) The method of claim 4, wherein the personalization tool provides a tree-like display of the one or more classifier objects, the one or more action objects and the at least one selector.
6. (Previously Presented) The method of claim 1, wherein the one or more classifier objects are specified to determine at least one classification in which said user description data is classified, and wherein the at least one selector associates one or more action objects based on the classification of the user description data.
7. (Previously Presented) The method of claim 6, wherein the one or more classifier objects are specified to determine at least one classification in which said system settings are classified, wherein the at least one selector associates the one or more actions based on both the determination of at least one classification of the classifier object in which the user description data is classified and the determination of at least one classification of the classifier object in which the system settings are classified.
8. (Original) The method of claim 1, wherein the one or more action objects are specified to perform at least one function for personalizing information content to be delivered to a user.
9. (Original) The method of claim 8, wherein the at least one function includes at least one of selecting and formatting information for display to the user.
10. (Currently Amended) A method in a data processing system of personalizing content delivery by an application to a user, comprising:
receiving, within said data processing system, a request from said user, said user being registered with said application, user description data being stored in said system when said user registered with said application;

invoking, within said data processing system, said at least one selector;

invoking, within said data processing system, one of said classifying objects by said at least one selector to determine a current classification;

determining, by said data processing system, said current classification using said user description data, [[said]] current data processing system settings, and said request;

selecting, by said data processing system, one of multiple [[said]] action objects based on said current classification determined by said one of said classifying objects;

invoking, within said data processing system, said selected action object by said selector to generate personalized content for said user;

applying, by said data processing system, said classifier object to said user description data;

determining, by said data processing system, at least one classification of the classifier object in which the user description data is classified; and

invoking, within said data processing system, said action object based on the determination of at least one classification of the classifier object, said action object identifying functions that are to be performed in order to generate personalized content for said user.

11. (Original) The method of claim 10, further comprising:

invoking at least one Always object, the Always object defining at least one action object that is to be invoked regardless of the determination of the at least one classification of the classifier object.

12. (Previously Presented) The method of claim 10, wherein determining at least one classification of the classifier object in which the user description data is classified includes:

determining if the user description data is not classified in any of the at least one classification of the classifier; and

if the user description data is not classified in any of the at least one classification of the classifier, invoking at least one action object associated with an Otherwise object, the Otherwise object defining at least one action object that is to be invoked when the

user description data is not classified in any of the at least one classification of the classifier.

13. (Previously Presented) The method of claim 10, further comprising determining at least one classification of the classifier object in which system settings are classified, wherein invoking said action object includes invoking said action object based on both the determination of at least one classification of the classifier object in which the user description data is classified and the determination of at least one classification of the classifier object in which the system settings are classified.

14. (Original) The method of claim 10, wherein the at least one action object performs at least one function for personalizing information content to be delivered to a user.

15. (Original) The method of claim 14, wherein the at least one function includes at least one of selecting and formatting information for display to the user.

16. (Currently Amended) A computer program product in a computer readable medium in a data processing system for creating a personalized content delivery business application for personalizing content delivery to a requesting user, comprising:

- instructions for defining one or more classifier objects, the classifier objects containing one or more classifications;

- instructions for defining one or more action objects, the one or more action objects being associated with the one or more classifications and identifying functions that are to be performed in order to generate personalized content for said user;

- instructions for defining at least one selector for invoking the one or more classifier objects and for associating the one or more action objects based on the one or more classifications being applicable to [[said]] current data processing system settings;

- instructions for receiving a request from said user, said user being registered with said application, user description data being stored in said system when said user registered with said application;

- instructions for invoking said at least one selector;

instructions for invoking one of said classifying objects by said at least one selector to determine a current classification;

instructions for determining said current classification using said user description data, said current data processing system settings, and said request;

instructions for selecting one of said action objects based on said current classification determined by said one of said classifying objects;

instructions for invoking said selected action object by said selector to generate personalized content for said user.

17. (Original) The computer program product of claim 16, wherein the one or more classifier objects are reusable with a plurality of different selectors.

18. (Original) The computer program product of claim 16, wherein the one or more action objects are reusable with a plurality of different selectors.

19. (Original) The computer program product of claim 16, wherein the computer program product is a personalization tool.

20. (Original) The computer program product of claim 19, further comprising fourth instructions for providing a tree-like display of the one or more classifier objects, the one or more action objects and the at least one selector.

21. (Previously Presented) A data processing system for creating a personalized content delivery business application for personalizing content delivery to a requesting user, comprising:

a request from said user, said user being registered with said application, user description data being stored in said system when said user registered with said application;

said data processing system including a CPU executing code for invoking at least one selector;

said at least one selector for invoking one of said classifying objects by said at least one selector to determine a current classification;

said one of said classifying objects for determining said current classification using said user description data, said current data processing system settings, and said request;

said at least one selector for selecting one of said action objects based on said current classification determined by said one of said classifying objects;

said at least one selector for invoking said selected action object to generate personalized content for said user;

the classifier objects containing one or more classifications;

the one or more action objects being associated with the one or more classifications and identifying functions that are to be performed in order to generate personalized content for said user;

said at least one selector for identifying the one or more classifier objects and for associating the one or more action objects based on the one or more classifications being applicable to said current data processing system settings.